

NEWS

Signature Relaunches Binova, The New Imported Kitchens

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SIGNATURE RELAUNCHES BINOVA, THE NEW IMPORTED KITCHENS

- BINOVA kitchens are fully imported from Italy

Signature Kitchen, the leading kitchen manufacturer in Malaysia has launched a new range of fully imported kitchens by BINOVA, setting the way in kitchen designs and redefining the kitchen architecture in a whole.

BINOVA has been engaged in kitchen manufacturing since 1958 with an objective to merge efficiency and design for kitchens to be both ergonomic and functional. Fifty years of research and design are the guarantee that extraordinary care is given to the choice of materials, processing techniques and production systems.

Having close collaboration with architects and designers of renowned prestige, BINOVA ensures a taste for sophisticated contemporary look in their kitchen collections. The heart and spirit of BINOVA kitchen is aesthetics which are always at the service of functionality combined with technology leading the right amount of space to the potential of innovation.

BINOVA' s strings of awards are the epitome of its long term success. The brand has been selected for the Compasso D' oro Adi, an Industrial Design Award in Italy for six times in 2001, 2002, 2003, 2004 and 2011. Their Anima Kitchen was also awarded the Best Kitchen of the Year in 2008 by the Magazine Bo Bedre in Copenhagen. In Malaysia, BINOVA was the recipient of Kitchen and Bathroom Achievement Awards (KBAA) 2015 for the category of Best Luxury Kitchen.

Introduced today here in Kota Damansara are several collections that display Italian excellence in design and style. The Vogue series, Vogue Metal and Vogue Laccato Lucido, are quintessentially unique with rustic hues and a design that creates the new dynamics of life while Scava Legno depicts clever integration of refined technology using ideally luxurious materials. Rondo, on the other hand, is a sophisticated collection with an island lower block that swivels, promising a remarkable degree of comfort.

The BINOVA principal from Italy, Mr. Gary Fontana said, "BINOVA strives to offer utmost in individuality and consistently embraces the changing demands of home environment. Our design focuses on modern living and contemporary architecture in both aesthetic and functional aspects.

With BINOVA, your kitchen shouldn't be just a place to cook, it has become a living space."

The launch of these fully imported kitchens by Signature Kitchen defines a more apparent differentiation from other kitchen retailers in Malaysia. While they have always been the trendsetter of the market, now with BINOVA, they are certainly heightening the benchmark and strengthening its position as a premium kitchen brand.